Entry Guidelines

The Irish Audio Awards 2026—27



Radiocentre Ireland

Timeframe for Publishing

The Irish Audio Awards will accept work created between 01.01.2026 and 22.01.2027.

Entry Criteria

Work entered into the Irish Audio Awards, with the exception of the speculative category, must have been real commissioned work made by creatives working in Ireland, and must have aired for the first time within the aforementioned dates.

Companies or individual creatives are welcome to enter. It is the responsibility of the individual or the company entering to ensure they have the relevant permission to do so. Please see our category listings available at www.irishaudioawards.com for further information.

While case studies dealing with the piece itself are permitted, other work from a given campaign (television ads, print ads, etc) should not be entered. The Irish Audio Awards reserves the right to remove such files.

Please ensure you upload actual audio files, as opposed to links to audio files that are hosted elsewhere.

Please note that the Irish Audio Awards recognise creative excellence in audio advertising. Although longer form content or programming can be entered where relevant, all entries to the Irish Audio Awards should have a clear promotional aspect to the work.

Judging Criteria

The Irish Audio Awards were established to reward creativity and craft in Irish audio advertising. With excellence in mind, the winner in each category will embody the following:

Creativity—the highest level of originality, and the creativity of the idea or method of execution.

Quality—exceptional craft in the execution of the piece.

Relevancy—an execution that is highly insightful and appropriate in its context.

Award Levels

The Irish Audio Awards has three levels to which it awards these levels are defined below.

Shortlist

A number of entries are shortlisted in each category. These are among the best, most creative, and most innovative in their respective categories.

Category Winner

The entry deemed to be the best in its category, and which raises the standards of Audio in Ireland, will win. Each category winner will be awarded an Irish Audio Awards trophy, and their achievement will be promoted by the Irish Audio Awards. The creative team (or craftsperson in such categories) associated with the award winning piece will receive a monetary reward for their contribution to creativity in Irish Audio.

Grand Prix Winner

This award will be given to one entry, representing the best creative audio advertising in Ireland, entered in its year. This piece will raise the standard of Irish audio creative nationally and internationally. The Grand Prix winner will receive a special trophy, will be further promoted in communications for their significant achievement, and the creative team (or craftsperson in such categories) will also receive a monetary reward in recognition of their exceptional contribution to creativity in Irish audio.

Entering the Awards

Below are the various stages that will need to be completed when entering the Irish Audio Awards 2026—27. Please contact info@irishaudioawards.ie with any queries you may have.

Stage 1

Provide basic information about your entry. Identifying information is for the Irish Audio Awards use, and will not be available for judges. Please ensure all of the relevant fields in the entry form are completed including: Entry name, chosen category, company or agency name, the client for whom the work was created, and the product or service for which the work was produced.

Stage 2

Here you may enter a brief description of your entry. This is optional, but a succinct description can make judging an entry easier for the jury. Please don’t include any identifying information about yourself or your company in your description. After reading the terms and conditions, tick ‘I agree to the terms and conditions.’ Rules, terms, and conditions for the Irish Audio Awards can be found on our website.

Stage 3

Please upload attachments of your entry as either mp3 files or .wav files for judging.